

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 25 Just Out	NEW SELLING AID A new data book called "Rug Man's Notes", designed as an important selling book for retail carpet salesmen has been published by James Lees and Sons Company. The book is being distributed to sales and executive personnel of the manufacturer's retail accounts. Much of the information contained in the book is based on style, color and over-all room coordination as the result of increased emphasis placed on these points by better-informed consumers. Publicity: Wilmer D. Cressman, James Lees and Sons, Bridgeport, Pennsylvania.	JAMES LEES AND SONS	BRIDGEPORT, PENNA.
Thursday August 25 12:30 P.M. Luncheon	PRESS LUNCHEON The press will attend the opening of Lehigh's new showroom on this date by invitation only. A buffet luncheon will be served and new furniture will be on exhibit. Publicity: Mr. C. H. Krug, Schnall & Krug Assoc., MU. 2-2657.	LEHIGH FURNITURE COMPANY	16 EAST 53RD STREET
August 27- August 31	OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO. CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 28-31	NEW ORLEANS GIFT SHOW, HOTEL ROOSEVELT, NEW ORLEANS, LOUISIANA. CONTACT: ALLIED EXHIBITORS, 712 SO. OLIVE ST., LOS ANGELES, CALIFORNIA.		

WEEK BEGINNING MONDAY, AUGUST 29, 1949

August 29	MID-SOUTH GIFT & JEWELRY SHOW, HOTEL KING COTTON, MEMPHIS, TENN. TO SEPT. 1 CONTACT: A. J. CORY, SHRINE BLDG., MEMPHIS, TENN.		
Monday August 29 Just Out	NEW COOKBOOK: "The Texas Cookbook" by Arthur and Bobbie Coleman, lists a wide range of unusual dishes from this lusty state which has a cuisine of its own. It is derived from French, Indian, Spanish, Mexican, and Old South sources with a bit of Italian and Chinese mixed in. Directions are clear and simple and geared to modern cooking methods. Publicity: Eileen Kelly, PL. 7-7350.	A. A. WYN	23 WEST 47TH STREET
Sept. 1 Just Out	NEW SILVER PATTERN A new silver pattern, "King Cedric" is being introduced by Oneida Sterling and will be in the hands of the retail trade by this date. Publicity: E. B. Bedford, Oneida Ltd., Oneida, N. Y.	ONEIDA LTD.	ONEIDA, N. Y.
Sept. 1	TWO NEW STATIONS, WOW-TV AND KM-TV, WILL OPEN IN OMAHA, NEBRASKA.		
Sept. 1 Going On	OLD STOVE ROUND-UP TO PROMOTE SALE OF NEW EQUIPMENT WILL BE HELD COUNTRY-WIDE. CONTACT: AMERICAN GAS ASSOCIATION, CHICAGO, ILLINOIS.		
Sept. 1-17	SCOTTISH INDUSTRIES FAIR, GLASGOW, SCOTLAND.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 2 Just Out	NEWSSTAND DATE The September-October issue of "Living For Young Homemakers" will be on the stands. Over 200 stores all over the country are scheduled to tie in with the magazine on merchandising promotions based on feature articles in this issue. Beginning with the February issue "Living" will be published monthly. Publicity: William E. Hague, MU. 3-8910, Ext. 260.	LIVING FOR YOUNG HOMEMAKERS	STREET & SMITH PUBL. 122 EAST 42 ST.
Sept. 3- Sept. 8	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: ALLIED EXHIBITORS INC., 712 SO. OLIVE ST., LOS ANGELES, CALIF.		
Sept. 4- Sept. 8	DETROIT GIFT SHOW, HOTELS STATLER & BOOK-CADILLAC, DETROIT, MICHIGAN. CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 4- Sept. 9	DALLAS GIFT SHOW, HOTEL BAKER, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BUILDING, KANSAS CITY, MO.		

WEEK BEGINNING MONDAY, SEPTEMBER 5, 1949

Sept. 5-	LABOR DAY (Monday).		
Sept. 5- Sept. 8	YORK ANTIQUES EXHIBITION, YORK, PENNSYLVANIA. CONTACT: MRS. MABEL RENNER, 483 WEST MARKET ST., YORK, PENNSYLVANIA.		
Tuesday Sept. 6- Sept. 29	WALLPAPER EXHIBIT The travelling exhibit of modern wallpapers designed by Katzenbach & Warren will be on view at Gallery 17 of the Watson & Boaler store, Chicago, on this date. The exhibit features wallpapers in room corner settings, with accessories by America House and furniture by Charak and Dunbar. This group will be shown for the first time in the Midwest. Contact: Albert Hagmayer, Watson & Boaler, 722 N. Michigan Ave., Chicago, Ill.; Publicity: Ramona Vincent, Katzenbach & Warren, PL. 9-5410.	AMERICAN FEDERATION OF ARTS	WATSON & BOALER CHICAGO, ILL.
Wednesday Sept. 7 9:30 A.M.- 11:30 A.M. Breakfast	PRESS PREVIEW A press showing and breakfast will be held <u>by invitation only</u> to preview the new fall collection of printed and textured fabrics designed and styled by Harold M. Schwartz for Decorative Fabrics Inc. Contact: Harold M. Schwartz, Decorative Fabrics, Inc., MU. 8-3572.	DECORATIVE FABRICS, INC.	13 EAST 53RD STREET
Wednesday Sept. 7- Sept. 9	FALL REGISTRATION Enrollment for the winter term of two semesters will take place on these three days. There is a matriculation fee of \$10. Contact: Elizabeth Wenig, Registrar, 136 East 57th Street, New York City, PL. 8-2943.	PARSONS SCHOOL OF IND.	136 EAST 57TH STREET
Thursday Sept. 8 7:30 P.M.	REGULAR MEETING The regular September meeting will be held on this date. Note change from Tuesday to Thursday caused by Labor Day weekend. Contact: Irving R. Kass, Tolleris, Kass & Tolleris, MU. 3-4247.	UPH. FURN. MFRS. ASSN.	HOTEL McALPIN
Sept. 10- Sept. 11	CONTEST TO SELECT PERFECT HOUSEWIFE - "MRS. AMERICA" - CONVENTION HALL, ATLANTIC CITY, N.J. CONTACT: BERT NEVINS, WI. 7-9715.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
Sept. 11- Sept. 13	5¢ TO \$5 VARIETY SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, L.A. TRADE FAIR, INC., LOS ANGELES, CALIF.		
Sept. 11- Sept. 14	NATL. INDUSTRIAL STORES ASSN. CONVENTION, HOTEL AMBASSADOR, ATLANTIC CITY. CONTACT: HULL BRONSON, SOUTHERN BLDG., 15TH & H ST., WASHINGTON, D. C.		
Sunday Sept. 11- Sept. 17	SECOND ANNUAL NATIONAL HOME WEEK	NATIONAL ASSOCIATION OF HOME BUILDERS	1028 CONN. AVENUE, N. W. WASHINGTON
	For the second year, National House Week will be observed throughout the country. At this time companies in all phases of the building industry will report to the public on new materials and building methods. Model homes will be put on display. Retail stores, manufacturers, dealers and utility companies will all cooperate. Contact: National Association of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.		
Sunday Sept. 11- Oct. 10	CHICAGOLAND HOME AND HOME FURNISHINGS FESTIVAL	HOME & HOME FURN. COUNCIL CHICAGO TRIBUNE	CHICAGO, ILLINOIS
	More than 70 completely furnished and decorated model homes, model rooms and so on will show 1949's new appliances, furniture, building materials and equipment during the festival. The duration of the festival will include National Home Week, Home Fashion Time and the Television and Electrical Living Show at the Coliseum from Sept. 30 to Oct. 9. Contact: L. W. Stratton, Weiboldt Stores, Inc., Chicago; and The Chicago Tribune, Tribune Tower, Chicago 11, Illinois.		
Sunday Sept. 11- Nov. 20	EXHIBIT OF HOME GOODS	DETROIT INST. OF ARTS	DETROIT, MICHIGAN
	"For Modern Living" is the title of this extensive exhibit which will inform the public, through a dramatic series of exhibits of furnishings and articles for the home, how much modern design of high standards contributes to the convenience and pleasure of living. Between 2,000 and 3,000 objects including furniture, fabrics, floor coverings, ceramics, glass and plastics, metal and wood objects, utensils and so forth will be used in these exhibits. Alexander Girard, architect and designer is the director and will be assisted by a large committee of outstanding people in the field. J. L. Hudson Co. is working closely with the Institute. Contact: Alexander Girard, 379 Fisher Road, Grosse Point 30, Michigan.		
Sept. 12- Sept. 16	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N. Y.		
Sept. 12- Sept. 16	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Tuesday Sept. 13	CONFERENCE ON RETAIL MERCHANDISING	N. R. D. G. A. 100 WEST 31ST ST.	GRAND BALLROOM HOTEL STATLER
	An afternoon and evening conference on retail merchandising with special emphasis on the problems of expense and controlling inventories will be addressed by a group of speakers who will be followed by an open forum discussion on current merchandising problems. Publicity: Robert J. Mayer, Director of Public Relations, N.R.D.G.A., CH. 4-8780.		
Sept. 13- Sept. 15	FLORIDA CHINA, GLASS AND GIFT SHOW, SAN JUAN HOTEL, ORLANDO, FLORIDA. CONTACT: M. E. LORD, 3616 ST. JOHN'S AVENUE, JACKSONVILLE, FLORIDA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 12:15 P.M.	FIRST FALL LUNCHEON The first luncheon meeting of the fall will be held on this date in the Hendrik Hudson Room of the Roosevelt. Alfred Auerbach is the moderator and Yasha Heifetz, lamp designer, and Marcel Breuer, architect, are the speakers. Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Wednesday Sept. 14 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW COCKTAIL PARTY A press opening and cocktail party will be held on this date to preview a new line of modern furniture. Contact: B.T. Givaudan, Jr., MU. 4-4322.	DECORATIVE MODERN INC.	335 EAST 45TH STREET
Wednesday Sept. 14- Sept. 24	SHOW ROOMS ON SHOW How to plan a showroom will be demonstrated in an exhibit "Show Rooms on Show" with the following topics covered: How to Analyze a Floor Plan, Lighting, Partitions, Colors, New Building Materials, New Display Ideas. All ideas will be presented in sketch and blue-print form. Hours: 4 to 7 P.M. on September 14; thereafter 10:30 A.M. to 5 P.M. daily. Contact: Kim Hoffman or Stephen Heidrich, PL. 5-9555.	HOFFMAN & HEIDRICH	139 EAST 57TH STREET
Wednesday Sept. 14- Oct. 1	HOUSEWARES FAIR The annual Housewares Fair on Bamberger's 7th floor will be arranged in carnival style with midway and booths featuring a large number of giveaways, food samples and gadgets. Store hours: Mon. through Sat., 9:45 A.M. - 5:30 P.M.; Wed. until 9 P.M. Publicity: Mary Grizzard, MA. 2-1212.	L. BAMBERGER & CO.	NEWARK, N.J.
Thursday Sept. 15- Sept. 23	CASTLETON CHINA EXHIBITION There will be an exhibition of free forms and shapes, as represented in the Castleton China collection of 1950, after the paintings of Picasso, Modigliani, Braque, Doris Lee, Arnold Blanch, Adolph Dehn, John Marin, Paul Sample and Umberto Romano. Open to the public. Hours: 10 A.M. to 6 P.M. daily except Sundays. Publicity: Edith M. Hellmann, Castleton China, Inc., MU. 3-8948.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE NEW YORK, N.Y.
Sept. 17- Sept. 22	ST. LOUIS GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G.L. WENNERSTROM, KANSAS CITY MERCH. MART, KANSAS CITY, MISSOURI.		
Sept. 18-21	NORTHWEST GIFT, ART & HOUSEWARES SHOW, RADDISON HOTEL, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, 1228 MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 18-21	BALTIMORE GIFT SHOW, LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.		
Sept. 18- Sept. 21	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: ALLIED EXHIBITORS, 712 SO. OLIVE ST., LOS ANGELES, CALIFORNIA.		
Sept. 18- Sept. 22	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNA.		
Sunday Sept. 18- Sept. 24	NEW ENGLAND VILLAGE AND HOME DISPLAYS A complete, typical New England village - Storowton Village - is part of this annual exposition. The buildings, all of the Revolutionary era, have been installed on the Exposition grounds and serve as a setting for Home Department displays and activities during this period. Publicity: Mrs. Ione F. Winans, Storowton, West Springfield, Mass.	EASTERN STATES EXPOSITION	WEST SPRINGFIELD MASSACHUSETTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 19- Sept. 22	SECOND ANNUAL HOME FURNISHINGS MARKET The Furniture Club of St. Louis in cooperation with the St. Louis Floor Covering Club and the Housewares Club is putting on the second show of this sort to reach dealers, jobbers and representatives from nine states in the area. Contact: Ira W. Curry, Furniture Club, St. Louis, Missouri.	FURNITURE CLUB OF ST. LOUIS	KIEL AUDITORIUM ST. LOUIS, MO.
Sept. 19- Sept. 23	FALL FURNITURE SHOW, MECHANICS BUILDING, BOSTON, MASSACHUSETTS. CONTACT: MARY C. O'BRIEN, DIRECTOR, 90 CANAL ST., BOSTON, MASSACHUSETTS.		
Monday Sept. 19- Oct. 1	HOMEcoming FAIR A large-scale promotional tie-in between The Fair Store and Better Homes and Gardens Magazine will begin on this date. Four rooms, inspired by the magazine's own model-room displays will be shown on the furniture floor of the store. The Willett Maple Rooms will be remodeled for the event and a complete operating room will be set up by a carpet manufac- turer to demonstrate how floor coverings are made. Cooking schools, decorating forums, and movies are some of the activities planned. Contact: John Robling, Better Homes & Gardens, Des Moines 3, Iowa.	THE FAIR STORE & BETTER HOMES & GARDENS	THE FAIR STORE CHICAGO, ILL.
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR.		
Sept. 24-29	MONTREAL GIFT SHOW, MONTREAL, CANADA.		
Saturday Sept. 24- Oct. 2	FIRST PUBLIC EXPOSITION The dates for this exhibition originally set for Sept. 10th to 18th have been advanced to Sept. 24th to Oct. 2nd to coincide with Home Fashion Time. At this time an extensive exhibit of home goods featuring exhibits by manufacturers and retailers will be open to the public. The exhibition will consist of model rooms with various educational services in addition. No merchandise is to be sold during the exposition and there will be no booths. Persons wishing to make purchases will be directed to representa- tive stores. Prizes will be offered to competing retailers and manufac- turers for design and distinctive layout. Contact: Lou E. Schneider, Nat'l. Furn. and Home Furnishings Shows, Inc., 134 Lexington Ave., N.Y.C. MU. 5-0218; Publicity: Jack Law, LE. 2-0900.	NATL. FURN. AND HOME FURNISHINGS SHOWS, INC.	GRAND CENTRAL PALACE
Sunday Sept. 25	SPECIAL HOME FURNISHINGS FEATURE SECTION "Today's Home" is the special home furnishings section to be published with the Sunday issue of the Herald Tribune on this date. It will include furniture and decorating trends for the modern home. Advertising deadline: September 20th. Editorial deadline: September 19th. Send editorial photos and material to Eugenia Sheppard and Ann Pringle, Herald Tribune.	HERALD TRIBUNE SUNDAY EDITION	230 WEST 41ST ST. NEW YORK, N. Y.
Sunday Sept. 25	SPECIAL HOME FURNISHINGS FEATURE SECTION A full newspaper size section included with the Sunday edition of the Times for this date will be devoted to "Home Decoration and its Mainte- nance". This will cover the wide range of home furnishings with emphasis on furniture, decoration, fabrics, floor coverings, equipment, price scales and so on. Advertising and editorial deadline: September 16th. Submit all photos and editorial copy to: Ivan Veit, N.Y. Times, LA. 4-1000, Ext. 523.	N. Y. TIMES SUNDAY SECTION	229 WEST 43RD ST. NEW YORK, N. Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 25	SPECIAL HOME FURNISHINGS FEATURE SECTION Special home furnishings section including 20 pages of editorial and 28 pages of advertising will be published on this date. The editorial and advertising deadline is Sept. 19th, and the section will be divided into five parts: Furniture and Room Settings, Fabrics and Wall Coverings, Floor Coverings, Home Appliances and Accessories. Contact: Willella de Campi, The Daily News, MU. 2-1234.	DAILY NEWS SUNDAY EDITION	220 EAST 42ND ST. NEW YORK, N. Y.
Monday Sept. 26 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW "The Hawaiian Islands Group" designed by Dorothy Draper for F. Schumacher & Co. will be shown to the press at breakfast. Mrs. Draper has taken her cardinal principle of decoration, "bring the outdoors indoors", to the famous Pacific Islands, creating the patterns and color tones for 10 fabrics, three wall papers, and two carpets that will be designated the "Hawaiian" group. These will be officially launched to decorators and consumers during the week of "Home Fashion Time". Press breakfast showing <u>by invitation only</u> . Publ.: Philip Schuyler, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Sept. 26- Sept. 28	NATIONAL ELCTRONICS CONFERENCE, EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS. CONTACT: G. H. FETT, UNIVERSITY OF ILLINOIS, URBANA, ILLINOIS.		
Monday Sept. 26- Sept. 30	PREMIUM AND ADVERTISING SPECIALTIES EXPOSITION The annual Premium Show will feature the offerings of more than 250 manufacturers. A symposium on premium products will be held that week. Contact: Arthur Tarshis, exposition manager, LU. 2-4627.	PREMIUM ADV. ASSN. OF AM. N. Y. PREMIUM CLUB	71ST REG. ARMORY 34TH ST, AT PARK
Sept. 26- Sept. 30	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N.Y.		
Monday Sept. 26- Oct. 1	HOME FASHION TIME It is hoped to extend Home Fashion Time this year to at least six additional cities besides New York in which Chapters of Home Fashions League will be opened. Such trade associations as Natl. Retail Furniture Assn., N.R.D.G.A., Carpet Institute, Upholstery & Drapery Mfrs. Assn., Assoc. Furniture Dealers of New York and others are getting behind this promotion which aims at bringing a comprehensive picture of Fall home furnishings fashions to the consumer. Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE	155 EAST 96TH ST.
Sept. 26- Oct. 1	NATIONAL WINDOW WEEK PROMOTION, NATIONWIDE. PUBLICITY: MISS KIM WISS, STEVE HANNAGAN, 247 PARK AVE., N.Y. 17, PL. 5-2900.		
Monday Sept. 26- Oct. 1	SPECIAL BOOKLET ON HOME FASHION TIME A special booklet for those wishing to participate in Home Fashion Time is being distributed to its members by N.R.D.G.A. This booklet tells what was done last year and includes a blueprint for procedure this year. Copies are available at 25¢ each or less for orders of 100 or more. Contact: Josephine Brush, Home Fashions League, Inc., 155 East 96th Street, SA. 2-1839.	NATIONAL RETAIL DRY GOODS ASSOCIATION	100 WEST 31ST STREET NEW YORK 1, N. Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 27	SPECIAL HOME FURNISHINGS FEATURE SECTION A special section devoted to home furnishings and titled "Accent On Interiors" will be published in the issue of the World-Telegram for this date. News, pictures, articles and features will highlight new developments and ideas for making the home more livable. Furniture for every room, radio, television, appliances, kitchen equipment, laundry equipment, floor coverings, paints, roofing, insulation, heating, air conditioning are among the subjects to be included. Advertising deadline: September 23rd. Editorial deadline: September 21st. Send photos and editorial material to: Richard A. Murray, advertising director, World-Telegram, 125 Barclay Street, New York City, BA. 7-3211.	NEW YORK WORLD-TELEGRAM	125 BARCLAY ST. NEW YORK, N.Y.
Wednesday Sept. 28 Just out	SMORGASBORD COOKBOOK A new cookbook containing over 200 completely new Swedish recipes and written by Anna Olsson Coombs, author of Modern Swedish Cookbook, will be published on this date. These recipes have been adapted to modern cooking methods and American entertaining and utilize foods readily available everywhere. Many of the dishes may be prepared the day before a party and are surprisingly inexpensive. Publicity: Eileen Kelly, PL. 7-7350.	A.A.WYN	23 WEST 47TH STREET
Thursday Sept. 29 Evening	GARDEN LECTURES A series of 12 Thursday evening garden lectures on Fundamentals of Gardening by T. H. Everett, horticulturist, will begin on this date. Publicity: Carol H. Woodward, SE. 3-3200.	N.Y. BOTANICAL GARDEN	BRONX PARK
Saturday Oct. 1- Oct. 9	NAT'L ELECTRICAL LIVING WEEK National Electrical Living Week has been designated in conjunction with the second annual National Television and Electrical Living Show to be held on these dates at the Chicago Coliseum. A special trade preview will be held September 30 to give exhibitors an opportunity to hold sales meetings and to present their 1949-1950 lines to dealers and distributors. Promotional plans to build public attendance include the signing of Eddie Cantor to head a cast which will present three full hour shows a day; General Electric's "House of Magic"; and a "Miss Television" with entrants sponsored by exhibitors. Contact: Axel H. Kahn, district manager, General Electric Supply Corp., Chicago, Ill.	ELECTRICAL ASSOCIATION	COLISEUM CHICAGO, ILL.
Oct. 1- Oct. 23	AMERICAN TEXTILES '48. WORCESTER ART MUSEUM, WORCESTER, MASS. CONTACT: AMERICAN FEDERATION OF ARTS, 22 EAST 60TH ST., NEW YORK, N.Y.		
Oct. 1- Nov. 2	EARLY AMERICAN DECORATIVE ARTS, INDEX OF AMERICAN DESIGN. WORCESTER ART MUSEUM, WORCESTER, MASS.		
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT.		
Oct. 8- Oct. 15	NATIONAL WINE WEEK. CONTACT: WINE ADVISORY BOARD, 717 MARKET ST., SAN FRANCISCO 5, CALIF.		
Oct. 9- Oct. 15	NATIONAL BUSINESS WOMEN'S WEEK, 1819 BROADWAY, NEW YORK CITY. CONTACT: NATIONAL FEDERATION OF BUSINESS & PROFESSIONAL WOMEN'S CLUBS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 10- Oct. 12	ANNUAL MEETING The 40th annual meeting of the Association of National Advertisers will start on October 10th and run through the evening of October 12th. Howard Chapin, advertising director of the General Foods Corporation is chairman of the program committee and complete program details for the meeting will be announced later. As has been the practice at previous meetings, the first two days of this session will be restricted to association members and invited advertiser guests. On the third day, representatives of advertising media and agencies will also be guests of A.N.A. Publicity: Peter Allport, A.N.A., 285 Madison Ave., OR. 9-4940.	A.N.A.	WALDORF-ASTORIA
Oct. 10- Oct. 15	NATIONAL CRANBERRY WEEK. CONTACT: ELLEN STILLMAN, NAT'L CRANBERRY ASS'N, HANSON, MASS.		

MUSEUM, GALLERY AND GARDEN NEWS

Sept. 1-30	PAINTING AND FABRICS BY ANGELO TESTA, CHICAGO PUBLIC LIBRARY, CHICAGO, ILL.		
Tuesday Sept. 13- Oct. 30	PRESS PREVIEW OF TEXTILES The life work of Ani Albers, outstanding weaver-designer and weaving teacher in this country, will be on display. Miss Albers was formerly associated with the Bauhaus in Germany. Open to public on Sept. 14. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Sept. 10- Sept. 11	PHILADELPHIA FLOWER SHOW, BELLEVUE STRATFORD, PHILADELPHIA, PENNSYLVANIA. CONTACT: B. STARKEY, 1116 PACKARD BUILDING, PHILADELPHIA, PENNSYLVANIA.		
Thursday Sept. 22 2:00 P.M. 6:00 P.M. Cocktails	NEW GALLERY OPENING A cocktail party will be held during the opening of new quarters for The New York Circulating Library of Paintings on this date. The gallery has a collection of over 1400 paintings by leading artists and all works in the collection are available for monthly rentals at nominal rates. The press preview by invitation only is scheduled from 2 to 3 P.M. and the general public will be admitted from 3 to 6 P.M. Contact: Ruth Butler and Eleanor Sadowsky, PL. 9-7754; Publ., Hilda Kassell, PL. 9-2917.	N. Y. CIRCULATING LIBRARY OF PAINTINGS	640 MADISON AVE. SUITE 242
Tuesday Oct. 4- Dec. 4	ANNIVERSARY CELEBRATION "Modern Art in Your Life", an exhibition to show how modern art is a source for much of our daily environment, will occupy the entire 3rd floor of the Museum to commemorate its founding in 1929. Buildings, furniture, useful objects, shop displays and advertisements that are accepted readily and enjoyed by the public are related to, or derived from works of art frequently considered meaningless and even ugly. The exhibition will show how the appearance of popular articles used in everyday living has direct antecedents in the most elusive abstract art. This has been arranged by Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, in collaboration with Robert Goldwater, author, Associate Professor of Art History at Queens College and Editor of the Magazine of Art. <u>Press preview on October 4th by invitation only.</u> Open to the public on October 5th. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.		

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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